


## FACULTY PROFILE

### DEPARTMENT OF COMMERCE

#### I. PERSONAL DETAILS

|                               |   |   |
|-------------------------------|---|---|
| <b>Name</b>                   | Dr.M.NEELAVATHY                           |  |
| <b>Designation</b>            | Assistant Professor                       |   |
| <b>Qualification</b>          | M.Com(CA),M.Phil, Ph.D,DGT                |   |
| <b>Area of Specialization</b> | Research Methodology, Accounts            |   |
| <b>Mobile No.</b>             | 9965345845                                |   |
| <b>e-Mail ID</b>              | Institutional: m.neelavathy-com@gmail.com |   |
|                               | Personal: neelaravi05@gmail.com           |   |

#### II. EDUCATIONAL QUALIFICATION

| S.NO | NAME OF THE DEGREE | NAME OF THE INSTITUTION / UNIVERSITY | YEAR OF PASSING |
|------|--------------------|--------------------------------------|-----------------|
| 1    | B.Com              | Lady Doak College, Madurai           | 2003            |
| 2    | M.Com(CA)          | Lady Doak College, Madurai           | 2005            |
| 3    | M.Phil             | Lady Doak College, Madurai           | 2006            |
| 4    | Ph.D               | Yadava College, Madurai              | 2014            |

### III. TEACHING EXPERIENCE

| S.NO | PREVIOUS TEACHING EXPERIENCE WITH NAME OF THE INSTITUTION | From-To        | YEAR OF EXPERIENCE |
|------|---|----------------|--------------------|
| 1    | Madura college, Madurai                                   | 2010-2011      | 1 year             |
| 2    | EMG Yadava Womens College                                 | 2011-Till Date | 10 years 8 months  |

### IV. RESEARCH ACCOMPLISHMENTS

| ORIENTATION/REFRESHER/MOOCs/FDP/ TRAINING PROGRAMMES ATTENDED |                               |   |  |
|---|-------------------------------|---|--|
| S.NO  | DATE                          | NAME OF THE COURSE/PROGRAMME  | NAME OF THE INSTITUTION/UNIVERSITY                         |
| 1   | 12.03.2016                    | Empowering college Teachers with effective teaching Skills                | OAA MAVMM School of Management                             |
| 2   | 25.03. 2017                   | Faculty Development Program on Goods & Services Tax.                      | Thiagarajar College, Madurai.                              |
| 3   | 24.01.2020<br>&<br>25.01.2020 | Capacity Building Programme on Outcome Based Education in the Digital Era | Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu |
| 4   | 04.12.2020                    | Enhancing E-content for Teaching & Learning                               | EMG Yadava womens college, Madurai                         |
| 5   | 05.12.2020                    | Research Proposal Writing and Funding Opportunities                       | EMG Yadava Womens College, Madurai                         |

| NATIONAL/INTERNATIONAL SEMINAR, WEBINAR, WORKSHOP, CONFERENCE & SYMPOSIUM ATTENDED |                                |  |                         |   |
|--|--------------------------------|--|-------------------------|---|
| S.NO   | DATE                           | TITLE  | EVENT NAME              | INSTITUTION NAME  |
| 1  | 29.12.2016                     | Research Methodology and Statistical Data Analysis using SPSS    | State Level Workshop    | Madurai Sivakasi Nadars Pioneer Meenakshi Women's college     |
| 2  | 19.01.2018                     | Recent Trends In Financial Statement –IAS & IFRS Requirements    | International Workshop  | Mangayarkarasi College of Arts and Science for Women, Madurai |
| 3  | 11.11.2020<br>To<br>15.11.2020 | Applications of Statistics in Social Science Research Using SPSS | National Level Workshop | V.H.N.Senthikumara Nadar College, Virudhunagar                |

**PAPER PRESENTED IN NATIONAL/INTERNATIONAL SEMINAR, WEBINAR, CONFERENCE & SYMPOSIUM**

| <b>S.NO</b> | <b>DATE</b>                    | <b>TITLE</b>  | <b>EVENT NAME</b>   | <b>INSTITUTION NAME</b>   |
|-------------|--------------------------------|---|---|---|
| 1           | 12.15.2015                     | <i>E-Payment System on E-Commerce in Madurai District</i>                                   | <i>The Impact of E-Commerce in Modern Business</i>              | <i>Rathinam College of Arts and Science, Coimbatore</i>               |
| 2           | 25.15.2015                     | <i>Rural Women Empowerment and Entrepreneurship development</i>                             | <i>Entrepreneurial Excellence</i>                               | <i>Sankara college of Science and Commerce, Coimbatore</i>            |
| 3           | 25.15.2015                     | <i>A study on problem and prospects of women Entrepreneurs in Madurai district</i>          | <i>Entrepreneurial Excellence</i>                               | <i>Sankara college of Science and Commerce, Coimbatore</i>            |
| 4           | 04.03 2017                     | <i>customer satisfaction towards E-Banking services of ICICI Bank in Madurai</i>            | <i>Contemporary issues of Commerce, Management &amp; IT</i>     | <i>Managayarkarasi College, Madurai</i>                               |
| 5           | 30.03.2013<br>&<br>31.03.2017  | <i>Customer satisfaction towards Honda Two Wheeler – A Study</i>                            | <i>Innovation Trends in Technology and Management</i>           | <i>Kalasalingam University, Virudhunagar</i>                          |
| 6           | 30.03.2017<br>&<br>31.03.2017  | <i>A study on Telecommunication towards Vodafone with special reference to Madurai City</i> | <i>Innovation Trends in Technology and Management</i>           | <i>Kalasalingam University, Virudhunagar</i>                          |
| 7           | 30.03.2017<br>&<br>31..03.2017 | <i>Influencing factors towards BSNL Mobile services in Madurai District</i>                 | <i>Innovation Trends in Technology and Management</i>           | <i>Kalasalingam University, Virudhunagar</i>                          |
| 8           | 26 .02.2018                    | <i>Service Quality and Customer Preference of BSNL Mobile Services in Madurai district”</i> |   | <i>Mangayarkarasi college of arts and science for Women, Madurai.</i> |
| 9           | 26.02.2018                     | <i>A study on Digital marketing and its impact</i>  |   | <i>Mangayarkarasi college of arts and science for Women, Madurai</i>  |
| 10          | 05.11.2016                     | <i>A study on Customer satisfaction of BSNL services.</i>                                   | <i>Management Challenges&amp;strategies for competitiveness</i> | <i>Hallmark Business school, Trichy</i>                               |
| 11          | 06.03.2015                     | <i>Work life Balance of women in the unorganized sector</i>                                 | <i>Empowerment of Unorganized Women through Micro Finance</i>   | <i>St.Xavier College, Palayamkottai</i>                               |
| 12          | 06.03.2015                     | <i>Problem and prospects of women workers in unorganized sector</i>                         | <i>Empowerment of Unorganized Women through Micro Finance</i>   | <i>St.Xavier College, Palayamkottai</i>                               |
| 13          | 08.03.2012<br>&<br>09.03.2012  | <i>Empowerment of women though ICT</i>  | <i>Recent Trends in Indian Services Marketing</i>               | <i>Holy Cross College, Trichy</i>                                     |
| 14          | 08.03.2012<br>&<br>09.12. 2012 | <i>Analysis the growth of cellular telecommunication sector</i>                             | <i>Recent Trends in Indian Services Marketing</i>               | <i>Holy Cross College, Trichy</i>                                     |
| 15          | 06.03.2012<br>&<br>07.03.2012  | <i>Green Marketing in India: An overview</i>  | <i>Innovation Marketing – Trends, Issues and Challenges</i>     | <i>SRM University, Kanchipuram</i>                                    |

|    |            |  |  |   |
|----|------------|--|--|---|
| 16 | 22.03.2012 | <i>Customer Switching behavior – an evaluation of factors affecting mobile users in Madurai.</i> | <i>Services sectors in the Globalization ERA</i>                                   | <i>Jamal Mohammed College, Trichy.</i>                                    |
| 17 | 03.02.2012 | <i>Contemporary issues on Marketing Management</i>   | <i>Impact of Globalization on industry &amp; Commerce</i>                          | <i>Karpagam University, Coimbatore</i>                                    |
| 18 | 27.02.2020 | <i>Impact of Agripreneurship Promoting Farmers in Madurai City</i>                               | <i>Millennial Entrepreneurs – The emerging Paradigm to Sustainable Development</i> | <i>Hajee Karutha RowtherHowdia College, Uthamapalayam. Theni District</i> |

**NATIONAL/INTERNATIONAL SEMINAR, WEBINAR, WORKSHOP, CONFERENCE & SYMPOSIUM ORGANISED**

| S.NO | DATE                           | TITLE  | EVENT NAME                   |
|------|--------------------------------|--|------------------------------|
| 1    | 15.06.2020<br>To<br>19.06.2020 | “New Age Teaching” Five days International Faculty development Program held on, organized by department of commerce and IQAC, Patrician College of Arts and science. | Internal webinar             |
| 2    | 17.06.2020                     | <i>India in the Global Economy, KPR College of Arts science and Research, Coimbatore</i>   | <i>International webinar</i> |
| 3    | 26.06.2020                     | <i>Enrichment and empowerment during &amp; After COVID – 19, Government Arts college (Autonomous), Salem</i>   | <i>National webinar</i>      |
| 4    | 15.07.2020                     | “Promoting Gender equality: Strategies & Challenges <i>Manonmaniam Sundaranar University</i>   | National webinar             |
| 5    | 19.07.2020                     | Outcome Based Education Through Blooms Taxonomy: stepping up the Learning Domain Rathinam College of Arts and Science  | National webinar             |
| 6    | 08.07.2020                     | Entrepreneurship & Startup – challenges & Opportunities, Dr.S.Gopalaraju Government first Grade College.   | International Webinar        |
| 7    | 03.12.2020<br>To<br>18.12.2020 | International Training on Research paper writing and application of software for free scopes publication, Eudoxia Research Centre, India                             | International Training       |

**ARTICLES PUBLISHED IN JOURNALS / MAGAZINES**

| S.NO | TITLE with DOI                                     | NAME OF THE JOURNAL/MAGAZINE                     | NATIONAL/ INTERNATIONAL | IMPACT FACTOR             | SCOPUS | h-index | VOLUME , ISSUE, MONTH & YEAR |
|------|--|--|-------------------------|---------------------------|--------|---------|------------------------------|
| 1    | <i>A Study on Customer Satisfaction towards E-</i> | <i>Shanlax International Journal of Commerce</i> | International           | <i>Impact factor 2.13</i> | -      | -       | <i>Volume – 5 No.1</i>       |

|   |   |  |               |                            |   |   |                                  |
|---|---|--|---------------|----------------------------|---|---|----------------------------------|
|   | <i>Banking services of ICICI Bank in Madurai City” published in, March 2017.</i>  |  |               |                            |   |   |                                  |
| 2 | <i>A Study on Digital Marketing and its Impact published in 13 April 2018.</i>  | <i>Bodhi International Journal of Research in Humanities, Arts and Science</i> | International | <i>Impact factor 2.135</i> | - | - | <i>Volume -2</i>                 |
| 3 | <i>Service Quality and customer preference of BSNL Mobile services in Madurai District” published in, 15 April 2018.</i>                                | <i>Bodhi International Journal of Research in Humanities, Arts and Science</i> | International | <i>Impact factor 2.135</i> | - | - | <i>Volume -2 NO</i>              |
| 4 | <i>A study on work stress among college teachers in Madurai City” published in, 6<sup>th</sup> February 2019.</i>                                       | <i>Roots International Journal Of Multidisciplinary Researchers,</i>           | International | <i>Impact factor 4.075</i> | - | - | <i>Volume -5 Special issue 4</i> |
| 5 | <i>A Study on Customer Relationship Management In Banks” published in, , 8 AUGUST 2019.</i>   | <i>INTERNATIONAL EDUCATIONAL SCIENTIFIC RESEARCH JOURNAL</i>                   | International | <i>Impact factor 5.391</i> | - | - | <i>Volume -5</i>                 |
| 6 | <i>A Study on Women Entrepreneurs in Startup India: Challenges and opportunities (with Special reference to Madurai City)” published in August 2019</i> | <i>The International journal of Analytical and Experimental Model analysis</i> | International | <i>Impact factor 6.3</i>   | - | - | <i>Volume -XI issue VIII</i>     |
| 7 | <i>A study on consumers Attitude towards Organic Products with Special Reference to Madurai District”, September 2019.</i>                              | <i>Interdisciplinary Cycle Research</i>  | International | <i>Impact factor 6.2</i>   | - | - | <i>Volume XI, issue IX</i>       |
| 8 | <i>A Study on Impact of GST System to Retailers with Special Refernce to Madurai City”Published in Journal of, February 2020.</i>                       | <i>Interdisciplinary Cycle Research</i>  | International | <i>Impact factor 6.2</i>   | - | - | <i>Volume – XII, Issue II,</i>   |

|    |  |  |               |                          |                      |   |                              |
|----|--|--|---------------|--------------------------|----------------------|---|------------------------------|
| 9  | <i>Impact of Agripreneurship Promoting Farmers in Madurai City” published in, , February 2020.</i>   | <i>The International Journal of Analytical and Experimental Model analysis</i>             | International | <i>Impact factor 6.3</i> | -                    | - | <i>Volume XI1, issue II</i>  |
| 10 | Impact of lockdown on learning status of college students during Covid-19 pandemic in Madurai District   | <i>AutAut Journal of Research</i>  | International | <i>Impact factor 5.1</i> | Scopus current index | - | <i>Volume XI, Issue XI</i>   |
| 11 | Factors affecting Female Entrepreneurial intensions in small and medium enterprises in Madurai   | <i>AutAut Journal of Research</i>  | International | <i>Impact factor 5.1</i> | Scopus current index | - | <i>Volume XII, Issue V</i>   |
| 12 | <i>Satisfaction Derived by the BSNL Mobile phone subscribers in Madurai City, Dec-2012</i>   | <i>Trends in kalis Research</i>  | International | -                        | -                    | - | <i>Volume -6, NO.1</i>       |
| 14 | <i>Problem of Women Entrepreneurs in Madurai, Dec-12</i>   | Trends in Kalis Research   | International | -                        | -                    | - | <i>Volume-6 NO.1</i>         |
| 15 | <i>A Study on problem and prospects of Women Entrepreneurs in Madurai District, August 2015.</i>   | <i>Bonfring International Journal of Industrial and Engineering and Management science</i> | International |                          | -                    | - | <i>Volume-5, August 2015</i> |
| 16 | <i>Rural Women Empowerment and Entrepreneurship Development, August 2015</i>   | <i>Bonfring International Journal of Industrial and Engineering and Management science</i> | International | -                        | -                    | - | <i>Volume-5</i>              |
| 17 | <i>A Study on the Customer Satisfaction of BSNL Services (with special reference to BSNL landline and internet services in Madurai Telecom district), November 2016.</i> | <i>International journal of Management Review – IJMR</i>                                   | International | -                        | -                    | - | <i>Volume-3</i>              |

| <b>RESEARCH SUPERVISOR</b> |                             |                       |                        |                  |
|----------------------------|-----------------------------|-----------------------|------------------------|------------------|
| <b>S.NO</b>                | <b>NAME OF THE RESEARCH</b> | <b>RESEARCH TITLE</b> | <b>NO. OF SCHOLARS</b> |                  |
|                            |                             |                       | <b>ENROLLED</b>        | <b>COMPLETED</b> |
| 1                          | Ph.D                        | -                     | --                     | -                |
| 2                          | M.Phil                      |                       | 2                      | Completed        |

| <b>BOOKS PUBLICATION</b> |                     |                          |                   |             |
|--------------------------|---------------------|--------------------------|-------------------|-------------|
| <b>S.NO</b>              | <b>PUBLICATIONS</b> | <b>PUBLISHER DETAILS</b> | <b>ISBN</b>       | <b>YEAR</b> |
| 1                        | <b>BOOK</b>         | -                        | -                 | -           |
| 2                        | <b>MONOGRAPH</b>    | -                        | -                 | -           |
| 3                        | <b>CHAPTERS</b>     | 1. Shanlax Publication   | 978-81-952912-8-1 | June 2021   |

| <b>LEADERSHIP/TEAM WORKING SKILLS</b> |  |  |                                |
|---------------------------------------|--|--|--------------------------------|
| <b>S.NO</b>                           | <b>CELL/CLUB/COMMITTEE/ASSOCIATION</b> | <b>POSITIONS HELD<br/>(NODAL, COORDINATOR/ ASSISTANT<br/>COORDINATOR / MEMBER)</b> | <b>DURATION<br/>MONTH/YEAR</b> |
| 1                                     | Gandhyan Thoughts cell                 | Coordinator  | June 2018-<br>December 2021    |
| 2                                     | Research and Development cell          | Coordinator  | June 2020 still the<br>date    |

| <b>e- CONTENT DEVELOPED</b> |             |                                   |  |   |
|-----------------------------|-------------|-----------------------------------|--|---|
| <b>S.NO</b>                 | <b>DATE</b> | <b>TITLE</b>                      | <b>SOCIAL NETWORK<br/>(YouTube, Slideshare,<br/>Blog, MOOCs,<br/>Others)</b> | <b>LINK</b>   |
| 1                           | 26.11.2020  | Research<br>Methodology<br>Part 2 | Slide share  | <a href="https://www2.slideshare.net/NeelavathyNeelavathy1/research-methodology-part-2-239496489">https://www2.slideshare.net/NeelavathyNeelavathy1/research-methodology-part-2-239496489</a> |

V. LANGUAGE PROFICIENCY

| S.NO | LANGUAGE | SPEAK | READ | WRITE |
|------|----------|-------|------|-------|
| 1.   | Tamil    | ✓     | ✓    | ✓     |
| 2.   | English  | ✓     | ✓    | ✓     |